



National Infrastructure Protection Plan
NIPP Challenge

Convenience Store and Fuel Retailer Emergency Preparedness: Resilience for the Last 50 Feet

SITUATIONAL AWARENESS

Convenience stores and fuel retailers represent a critical component of the Nation’s supply chain, providing necessary resources to communities across the Nation. Often referred to as the last 50 feet of the supply chain for fuel, food, water and financial services, convenience stores house 80 percent of the Nation’s gasoline, 50 percent of its water, and operate 33 percent of its ATMs. Additionally, convenience stores and fuel retailers may have the only source of electricity (through on-site generators) during disaster incidents. They are a familiar presence in the community, and it is estimated that 165 million people shop at convenience stores or fuel retailers every day, generating approximately \$601 billion in annual revenue. From an operations perspective, the situation is unique; 24/7 operations, diffused ownership, geographically at-risk locations, diversity of managers and employees, and low-margin businesses that, nonetheless, are the endpoint of the supply chain for food, fuel, water, and finance. Unfortunately, more often than not, they do not have procedures in place for when disasters take place.

METHODOLOGY

One solution to the resiliency problem for convenience stores and fuel retailers starts with building emergency preparedness materials that can be efficiently implemented, used, and supported by an organization with an understanding of convenience stores’ operations. The National Association of Convenience Stores (NACS) researched, assessed, and developed emergency preparedness materials to reach the convenience and fuel retail store owners. The materials focused on the unique operating environment for convenience stores and how to better prepare them for disasters.

During the project cycle, the NACS project team assessed existing resilience educational materials in order to select and adapt messages that are appropriate to convenience companies, stores, managers, and employees. They implemented those messages through a diverse set of mediums best suited to the unique environment of convenience stores.



Source: FEMA Photo Library

RESULT

The initial project research resulted in the development of job aids and educational videos that allow convenience store employees to understand and adopt security procedures that mitigate a multitude of different threats to convenience stores. The project team incorporated the finished materials into the NACS membership program, with plans to develop an open-source version for public use. Currently, the materials are available through a NACS mobile phone application. Moving forward, the NACS team will support the development of additional public materials.



Source: FEMA Photo Library